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62-73



Red  Circle
ROSE LIST
FOR THE TRADE
SEASON 1938-39

Robert Pyle "brings home the bacon"—
New Rose-wood from
Europe.
(August 1938).

U. S. Department of Agriculture.
JUL 13 1938

Don't fool yourself!

The plant patent has **come to stay**. It will help every nurseryman who will "play ball".

Your best trade does not want old models and second rate types. If you'll lead them to it they'll insist on the newer streamlined models, every one of which are patented.

A big wholesale grower said to us this: "Your introductions over the past ten years are the highest quality from any firm in U. S. A."

Well, we patent only the cream of the cream, about one in five of our introductions. The patented kinds are the leaders for the years ahead.

If you want to start cautiously try our

Sure Profit Plan Page 8

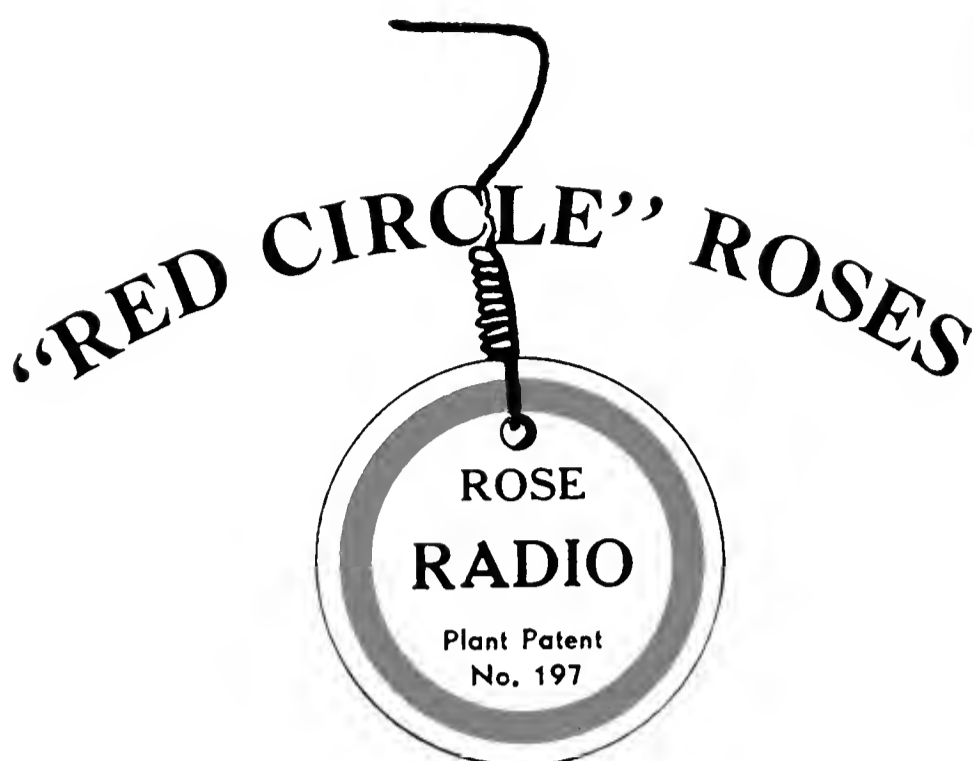
If you prefer to buy outright, see Red Circle Rose List beginning on page 2.

THE CONARD-PYLE CO.

Robert Pyle, Pres.

West Grove, Pa.

Rose Specializers 41 Years



When You See This Trade Mark ○

the Red Circle tag on a Rose—you know instantly—that it is one of the varieties carefully tested and later *patented* by The Conard-Pyle Company. They are the cream of all our introductions.

Leading wholesale Rose growers join us in offering the Red Circle varieties.

In addition to which we list below the best of other Novelties.

Thus you have here the leaders for today. Note terms and prices—Retail and Wholesale—both of which are uniform throughout U. S. A.

INFORMATION FOR YOUR USE

The following provisions apply to all patented and trade-marked plants we sell.

Each plant so indicated is a patented variety under the laws of the United States and any asexual reproduction or distribution by sale, gift, or otherwise of scions, buds, or cuttings for such reproduction, without license from us, constitutes an infringement of the patent. Any unauthorized reproduction, sale or other distribution of reproducing propagating material of these patented plants, prohibited by the patent under these names and trademarks or any other name or names, will subject the reproducer, seller or distributor thereof to prosecution for infringement under the United States Patent Laws.

WHOLESALE PRICES: One to twenty plants at 10 rate, 20 to 250 plants at hundred rate, 250 to 2500 plants at thousand rate.

RETAIL PRICES. It is the established policy of The Conard-Pyle Company that purchaser of these patented roses shall not list or sell them at less than per each or per dozen retail prices as established for the current season (not less than three of a kind at dozen rates) or include them in any group, collection or combination offers except in connection with other patented roses, the retail selling prices of which are definitely established and then only in groups of not less than three patented plants and at a total selling price for the group figured at not less than the dozen rate of each plant in the group—also that these patented plants are not to be featured as a premium in any instance **and that failure to comply with this policy will result in discontinuance of the supply.**

The Foreign Rights on Conard-Pyle Patented and Novelty Roses are reserved and no plants may be shipped outside of the United States without our consent.

In Patented Roses only singles may be ordered at the ten rates. This does not apply to other Novelties or regular varieties.

Persons or firms not licensed by us to sell these Patented Plants at wholesale are limited to resale at retail only.

TERMS—2% and free packing for cash before shipment. 2% for payment in 10 days from the date of invoice; net 60 days; 6% interest charged on past due accounts. Packing at extra cost.

This list cancels all previous quotations. Goods quoted F. O. B. West Grove, Pa. Prices intended for only those actually in the trade; and subject to change without notice.

C-P ○ RED CIRCLE ROSES

and other Patented Varieties

Pl.			10	100
Pat.	Mainly H.T. No. 1 Multiflora			
116	Alezane. Apricot.....	\$7.00	\$60.00	
202	Alice Harding. Yellow.....	9.00	75.00	
63	Amelia Earhart. Yellow.....	7.00	60.00	
174 ○	Angels Mateu. Orange-rose.....	7.50	60.00	
182	Anne Poulsen. (Pol.) Scarlet.....	4.00	35.00	
23	Better Times. Cerise-red.....	5.50	50.00	
10	Blaze. (Pillar.) Scarlet.....	5.50	50.00	
136	Carillon. Coral and orange.....	4.50	40.00	
38	Countess Vandal. Salmon.....	5.50	50.00	
152	Doubloons. (Cli.) Yellow.....	9.00	75.00	
114	Easlea's Golden Ram. (Cli.).....	6.00	50.00	
172	Eclipse. Golden yellow.....	7.00	60.00	
103 ○	Feu Pernet-Ducher. Yellow.....	6.00	50.00	
137	Gloaming. Fawn-orange.....	5.50	50.00	
254	Golden Main. Yellow.....	7.00	60.00	
303 ○	Golden State. Best yellow yet.....	10.00	75.00	
Res'd ○	Guinee. (Cli. H.T.) Deep maroon.....	10.00	75.00	
Appl'd	Jean Cote. Apricot.....	9.00	75.00	
Appl'd	Lily Pons. Yellow.....	10.00	75.00	
102 ○	Luis Brinas. Orange-copper.....	6.00	50.00	
Res'd	McGredy's Pink. Rose-pink.....	9.00	75.00	
Res'd	McGredy's Pride. Yellow, pink.....	9.00	75.00	
Res'd	McGredy's Sunset. Multicolored.....	9.00	75.00	
190	McGredy's Triumph. Orange-cerise...	7.00	60.00	
129 ○	Mme. Cochet-Cochet. Pink.....	6.00	50.00	
1	New Dawn. (Cli.) Pale pink.....	9.00	75.00	
87	Nigrette. Blackish-maroon.....	6.00	50.00	
107	Permanent Wave. (Pol.) Pink.....	4.00	35.00	
97	Radiant Beauty. Red.....	5.50	50.00	
197 ○	Radio. Striped yellow.....	7.50	60.00	
Res'd ○	Ramon Bach. Apricot-buff.....	10.00	75.00	
Res'd	Rex Anderson. Pale lemon.....	9.00	75.00	
191 ○	Rochefort. Orange old-rose.....	7.50	60.00	
131	Rochester. Peach yellow.....	4.50	40.00	
Appl'd	Rome Glory. Cerise red.....	9.00	75.00	
162	Texas Centennial. Red.....	4.50	40.00	
300 ○	Topaz. (Pol.) "Golden Sweetheart"....	7.50	60.00	
140 ○	Warrawee. Shell pink.....	6.00	50.00	
108	White Briarcliff. White.....	5.50	50.00	

* RETAIL PRICES ON ABOVE ROSES

Wholesale 100 rate	Retail Prices
\$75.00.....	\$1.50 ea. 3 for \$3.75
60.00.....	1.25 ea. 3 for 3.15
50.00.....	1.00 ea. 3 for 2.50
40.00.....	.85 ea. 3 for 2.15
35.00.....	.75 ea. 3 for 1.90

* See also Information, Page 2

o "Red Circle" C-P Patented and Other Roses



Note abundant petalage and grace of this novelty: Ramon Bach

o ANGELS MATEU

A "Red Circle" Rose. (See cover.)

H.T. (P. Dot 1934). Plant Patent 174.

Natural-color illustration Page 4, Star Rose Catalog. Orange-rose. A unique, ravishingly beautiful Rose in demand for exhibition. Hard to describe. Prize after prize to its credit. Fragrance like ripe blackberries. Growth is erect. Foliage dark green; leathery.

Retails \$1.25 each; 3 for \$3.15

No. 1 Multiflora: 100 for \$60, 10 for \$7.50

o RAMON BACH

H.T. (P. Dot 1938). Rights to patent reserved.

Illustrated above; also natural-color illustration back cover Star Rose Catalog. Apricot-buff. Big 5" flowers on straight stems. Agreeable fruit-like fragrance. Vigorous upright plants; good foliage.

Retails \$1.50 each; 3 for \$3.75

No. 1 Multiflora: 100 for \$75, 10 for \$10

GOLDEN SASTAGO

H.T. (P. Dot 1938).

Natural-color illustration Page 3, Star Rose Catalog. Buttercup-yellow sport of the superbly satisfactory CONDESA DE SASTAGO. Vigor and free-bloom of parent. Deliciously fragrant. A distinct and splendid addition to yellow Hybrid Teas.

Retails \$1.50 each

No. 1 Multiflora: 100 for \$75, 10 for \$10

o RADIO

A "Red Circle" Rose. (See cover.)

H.T. (P. Dot 1937). Plant Patent 197.

Striped yellow. Natural-color illustration Page 7, Star Rose Catalog. Pep, vigor, hardiness, form and habit of illustrious CONDESA DE SASTAGO. Refreshing with a daily color-surprise. Highest first-year award of American Rose Society.

Retails \$1.25 each; 3 for \$3.15

No. 1 Multiflora: 100 for \$60, 10 for \$7.50

o FLASH

H.C. (R. M. Hatton 1938). Rights to patent reserved.

Natural-color illustration Page 2, Star Rose Catalog. Luminous orange-scarlet. Hardy Climbing Rose with unmatched flashing color. Flowers open daily for weeks, beginning early in June. Strong. Healthy.

Retails \$1.50 each; 3 for \$3.75

No. 1 Multiflora: 100 for \$75, 10 for \$10

o MME. HENRI GUILLOT

H.T. (C. Mallerin 1938). Plant Patent applied for.

Natural-color illustration, Page 3, Star Rose Catalog. Deep watermelon to raspberry pink. Veiling of orange gives effect of flashing scarlet flame. Artistic, long, urn-shaped buds. 20-petaled blooms, 4½ inches across. Velvety textured, shell-like petals. 1936, Gold Medal, Bagatelle.

Retails \$1.50 each; 3 for \$3.75

No. 1 Multiflora: 100 for \$75; 10 for \$10

“RED CIRCLE” and other C-P ROSE NOVELTIES

Plants No. 1 Multiflora

BRAZIER

100 for \$50, 10 for \$6. H.T. (C. Mallerin 1936.) Flame-scarlet. Extraordinary; continuous bloomer, flaming glowing color. Pointed buds. Fragrant flowers of dazzling brilliance. Many medals. *Retails \$1.00 ea.*

FAIENCE

100 for \$50, 10 for \$6. H.T. (G. A. Van Rossem 1935.) 2-tone soft peach and cadmium-yellow. Named for famous pottery, noted for iridescent colors. Fine color and form. Excellent for exhibitions. *Retails \$1.00 ea.*

● FEU PERNET-DUCHER

“Red Circle”. **100 for \$50, 10 for \$6.** H.T. (C. Mallerin 1934.) Pl. Patent 103. One of most beautiful we’ve seen. Large and double with 80 to 100 petals. Radiant sunshine yellow. Great exhibition Rose. *Retails \$1.00 ea. 3 for \$2.50.*

● GUINEE

100 for \$75, 10 for \$10. Cl. H.T. Pillar. (Mallerin 1938.) Rights to patent reserved. Deep maroon. Perfection in form and coloring. Originator claims “will create a sensation”. Illustrated in Star Catalog. *Retails \$1.50 ea. 3 for \$3.75.*

● LUIS BRINAS

“Red Circle”. **100 for \$50, 10 for \$6.** H.T. (Dot 1934.) Plant Patent 102. Orange-copper. Gold medals from French, English and American rose societies. Liberal bloomer. Strong growth. Delightful fragrance. *Retails \$1.00 ea. 3 for \$2.50.*

● MME. COCHET-COCHET

“Red Circle”. **100 for \$50, 10 for \$6.** H.T. (C. Mallerin 1934.) Plant Patent 129. Coppery pink. Beautiful form, charming color, honey fragrance, free habit make this one of most desirable. Constantly interesting. *Retails \$1.00 ea. 3 for \$2.50.*

● ROCHEFORT

“Red Circle”. **100 for \$60, 10 for \$7.50.** H.T. (Mallerin 1936.) Plant Patent 191. Orange-old-rose. New and pleasing color. Bloom quantity above average. Holds color. Foliage “right up to the neck”. *Retails \$1.25 ea. 3 for \$3.15.*

SNOWBIRD

100 for \$50, 10 for \$6. H.T. White. (Hatton 1936.) One of most prolific, pure white bedding Roses. Deliciously fragrant. Pure white, perfectly formed, full-petalled blooms. Compact healthy plants. *Retails \$1.00 ea.*

● TOPAZ

“Red Circle” Rose. **100 for \$60, 10 for \$7.50.** New Polyantha. (M. Tantau 1937.) Plant Patent 300. Illustrated in Star Catalog. Yellow, called “Golden Sweetheart” because of dainty buds. *Retails \$1.25 ea. 3 for \$3.15.*

● WARRAWEE

“Red Circle”. **100 for \$50, 10 for \$6.** H.T. (Fitzhardinge 1934.) Plant Patent 140. Shell-pink. Looks like glorified MME. BUTTERFLY. Finest light pink garden Rose. Top-notch plant. *Retails \$1.00 ea. 3 for \$2.50.*

● TOM THUMB

Smallest Red Rose Pl. Pat. 109

Grows only 6 inches high, has miniature flowers and foliage, blooms all the time. **It is little but it sells BIG** because of its uniqueness and usefulness—for edging pools and flower beds; for rock gardens, children’s gardens and perennial borders. (de Vink 1936). *Retails 75¢ each, 2 for \$1.25, postpaid.*
3” pot plants, ready now: 10 for \$4, 100 for \$30

Hybrid Tea Roses

Two-year old No. 1 Multiflora		10	100
Ami Quinard. Standard for dark reds	\$3.50	\$30.00	
Autumn. Like TALISMAN but startling color	3.50	30.00	
Betty Uprichard. RADIANCE-like 2-tone	3.50	30.00	
Cathrine Kordes. Fine carmine scarlet	5.00	45.00	
Charles K. Douglas. One of better reds; bright	3.50	30.00	
Condesa de Sastago. Copper and yellow	5.00	45.00	
Duchess of Wellington. Still-popular yellow	3.50	30.00	
Edith Nellie Perkins. Pale salmon, free	3.50	30.00	
Editor McFarland. Fresh, deep pink	5.00	45.00	
E. G. Hill. Fragrant and free. Crimson	3.50	30.00	
Etoile de Hollande. Finest choice in reds	3.50	30.00	
Golden Dawn. Attractive straw yellow	5.00	45.00	
Gruss an Aachen. White and carmine bedder	3.50	30.00	
Gruss an Teplitz. Tall red, notably fragrant	3.50	30.00	
Joanna Hill. Bold buff; fine to cut	3.50	30.00	
Kaiserin Aug. Viktoria. Standard white	3.50	30.00	
Lady Ashtown. Satisfactory, shining pink	3.50	30.00	
Margaret McGredy. A top orange-scarlet	3.50	30.00	
Miss Rowena Thom. Hearty. Satiny pink	3.50	30.00	
Mme. Butterfly. Pink and gold, for cutting	3.50	30.00	
Mrs. Aaron Ward. Low grower. Yellow and pink	3.50	30.00	
Mrs. Charles Bell. "Shell-pink Radiance"	3.50	30.00	
Mrs. G. A. Van Rossem. Yellow, pink	3.50	30.00	
Mrs. Henry Morse. Two-tone pink to cut	3.50	30.00	
Mrs. P. S. du Pont. Solid yellow	5.00	45.00	
Mrs. Sam McGredy. Fragrant scarlet-orange	7.50	60.00	
President Hoover. Pink and yellow to cut	3.50	30.00	
President Plumecocq. Coppery. Very free	5.00	45.00	
Radiance. The Standard pink	3.50	30.00	
Red Radiance. Like RADIANCE, except color	3.50	30.00	
Rouge Mallerin. New scarlet. Does not blue	7.50	60.00	
Soeur Therese. Chrome yellow. Keeps color	5.00	45.00	
Talisman. Gay, multicolored	3.50	30.00	
Ville de Paris. Buttercup yellow	3.50	30.00	

OTHER ROSES

No. 1 Multiflora

Blaze. (See Patented Roses, page 3)	\$5.50	\$50.00	
Cl. American Beauty. (Cli.) Deep rose-pink	3.50	30.00	
Dr. W. Van Fleet (Cli.) Rampant, flesh-pink	3.50	30.00	
F. J. Grootendorst (H. Rug.) Red, for hedges	3.50	30.00	
New Dawn. (See Patented Roses, page 3)	9.00	75.00	
Paul's Scarlet Climber. Most vivid scarlet	3.50	30.00	
Spanish Beauty (Cli.) Mme. G. Staechelin. Pink	3.50	30.00	
Ulrich Brunner. (H.P.) Cherry red	3.50	30.00	
Easlea's Golden Rambler. (Cli.) Lemon-yellow	6.00	50.00	

Write us for 1000 rates.

Rosa Hugonis

"Golden Shrub-Rose of China"

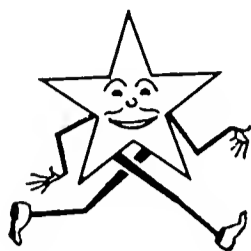
For Rose Hedges and Specimens

Dormant 2 year field, own root

100 for \$20, 10 for \$2.50

SURE PROFIT PLAN

No Cost



No Loss

Your Way to Sell STAR Roses

READ HOW IT WORKS

EASY AS A. B. C.

- A. **Write orders from Star Catalog.** It's good-looking and experienced at selling Roses. With it you can show a full line of 178 different Roses with 65 in natural colors to make selling faster. Points that talk business are 41-year build-up of Quality, top-reputation, Star Label, Star Guarantee, free delivery.
- B. **Pocket a full 25% profit on each order.** You don't lay out 1¢ or touch a plant. No hunting and no handling stock, no shipping, no leftovers, no losses and no other expenses.
- C. **Send us balance and order.** Customer will get genuine Star Roses, same as if he ordered direct. Star Label will prove it.
- D. **We'll ship direct** (or to you) at planting time. We'll prepay delivery till April 10, 1939 and we'll stand back of order with Star Guarantee.

A sure-profit way to sell Roses. Why not send for Star Rose Catalog and try out the Plan.

BOOK "HOW TO GROW ROSES"

bigger value than ever at \$1

New 18th Edition (1937), by Dr. J. H. McFarland and Robert Pyle. Entirely revised by these two prominent rosarians. More practical and helpful than ever. Fully illustrated. 192 pages. (Was \$2.00.) Will sell. New price only \$1.00; postage extra.

Price to trade: 85¢, postpaid

THE CONARD-PYLE CO.

ROBERT PYLE, Pres.

WEST GROVE, PA.